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Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the present application:

1-18 (canceled).

19 (original): An adjustable display stand comprising:

a base;

a first panel having first and second ends, said first end being pivotally mounted to said base and being pivotable about a first generally horizontal pivot axis;

a second panel having first and second ends, said first end of said second panel being pivotally mounted to said base and being pivotable about a second generally horizontal pivot axis; and

a height adjustment mechanism mounted to said base, said height adjustment mechanism comprising:

an adjusting member positioned at said base;

a first cable connected to said adjusting member and to said first panel, said first cable being movable around at least one first pulley to pivot said first panel about said first pivot axis to adjust the height of said second end of said first panel relative to said base; and

a second cable connected to said adjusting member and to said second panel, said second cable being movable around at least one second pulley to pivot said second panel about said second pivot axis to adjust the height of said second end of said second panel relative to said base, wherein said adjusting member is movable to move said first and second cables substantially simultaneously to correspondingly adjust the incline of said first and second panels relative to said base.

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20 (original): The display stand of claim 19, wherein said base includes a plurality of wheels adapted to allow said display stand to be rolled on a floor.

21 (original): The display stand of claim 19, wherein said first and second panels are each shaped to taper from said first end toward said second end.

22 (original): The display stand of claim 21, wherein said first and second panels each include at least one edge that is substantially parallel to and adjacent to each other when said first and second panels are in a generally horizontal orientation.

23 (original): The display stand of claim 22, wherein said first pivot axis is oriented at an angle of at least approximately forty-five degrees with respect to said second pivot axis.

24 (original): The display stand of claim 19, wherein said adjusting member comprises a collar threadedly coupled to an elongated threaded shaft, said first and second cables being attached to said collar, whereby rotation of said shaft causes the position of said collar to change along said shaft to move said cables.

25 (original): The display stand of claim 24 including a crank coupled to said elongated threaded shaft, said crank causing rotation of said shaft to move said cables to pivot said first and second panels when said crank is rotated.

26 (original): The display stand of claim 25, wherein said crank is adapted to be releasably coupled to said height adjustment mechanism.

27 (original): The display stand of claim 24 including a third panel having first and second ends, said first end being pivotally mounted to said base and pivotable about a third generally horizontal pivot axis, said third panel coupled to said collar of said height adjustment mechanism

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such that said third panel pivots about said third horizontal pivot axis as said collar is moved along said shaft and substantially simultaneously with said first and second panels pivoting about said first and second pivot axes, respectively.

28 (original): The display stand of claim 27, wherein said shaft is pivotally mounted to said base and is pivotable about a generally horizontal pivot axis as said collar is moved along said shaft to pivot said panels.

29 (original): An adjustable display stand adapted to support and display produce in a retail environment, said adjustable display stand comprising:

a base;

a first panel having first and second ends, said first end of said first panel being pivotally mounted to said base and being pivotable about a first generally horizontal pivot axis, said first panel being shaped to taper from said first end toward said second end, said first panel having an attachment member at a lower side thereof;

a second panel having first and second ends, said first end of said second panel being pivotally mounted to said base and being pivotable about a second generally horizontal pivot axis, said second panel being shaped to taper from said first end toward said second end, said second panel having an attachment member at a lower side thereof, opposed edges of said first and second panels being positioned generally parallel to and adjacent to one another when said first and second panels are in a generally horizontal position relative to said base; and

a height adjustment mechanism mounted to said base, said height adjustment mechanism comprising:

an elongated threaded shaft rotationally mounted to said base;

a threaded collar threadedly coupled to said threaded shaft and movable along said threaded shaft when said threaded shaft is rotated;

a first cable connected to said collar and to said attachment member of said first panel, said first cable being movable around at least one first pulley to pivot said first panel about

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said first pivot axis to adjust the height of said second end of said first panel relative to said base, said attachment member of said second panel being attached to said collar, said collar being movable in a first direction to move said first cable and said attachment member of said second panel substantially simultaneously to move said attachment members of said first and second panels to raise said second ends of said first and second panels, said collar being movable in a second direction to move said second ends of said first and second panels toward said base, said second direction being generally opposite to said first direction.

30 (original): The display stand of claim 29, wherein said base includes a plurality of wheels adapted to allow said display stand to be rolled on a floor.

31 (original): The display stand of claim 29, wherein said shaft is pivotally mounted to said base and is pivotable about a generally horizontal pivot axis as said collar is moved along said shaft to pivot said panels.

32 (original): The display stand of claim 29 including a third panel having first and second ends, said first end of said third panel being pivotally mounted to said base and being pivotable about a third generally horizontal pivot axis, said third panel being shaped to taper from said first end toward said second end, said third panel having an attachment member at a lower side thereof, said adjustment mechanism including a second cable attached to said collar and to said attachment member of said third panel.

33 (original): The display stand of claim 32, wherein said first cable is routed around at least one first pulley and said second cable is routed around at least one second pulley, said cables being moved about said pulleys by said collar to pivot said first and third panels about said first and third pivot axes, while said collar moves said attachment member of said second panel to pivot said second panel about said second pivot axis.

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34 (original): The display stand of claim 29 including a crank coupled to said elongated threaded shaft, said crank causing rotation of said shaft to move said collar and said cables to pivot said first and second panels when said crank is rotated.

35 (original): The display stand of claim 34, wherein said crank is adapted to be releasably coupled to said height adjustment mechanism.

36 (new): An adjustable display stand adapted to support and display produce in a retail environment, said adjustable display stand comprising:

- a base;

- a first panel having first and second ends, said first end of said first panel being pivotally mounted to said base and being pivotable about a first generally horizontal pivot axis, said first panel being shaped to taper from said first end toward said second end, said first panel having an attachment member at a lower side thereof;

- a second panel having first and second ends, said first end of said second panel being pivotally mounted to said base and being pivotable about a second generally horizontal pivot axis, said second panel being shaped to taper from said first end toward said second end, said second panel having an attachment member at a lower side thereof; and

- a height adjustment mechanism mounted to said base, said height adjustment mechanism comprising:

- an elongated member mounted to said base;

- a movable element coupled to said elongated member and movable along said elongated member;

- a first cable connected to said movable element and to said attachment member of said first panel, said first cable being movable around at least one first pulley to pivot said first panel about said first pivot axis to adjust the height of said second end of said first panel relative to said base, said attachment member of said second panel being attached to said movable element, said movable element being movable along said elongated member in a first direction to

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move said first cable and said attachment member of said second panel substantially simultaneously to move said attachment members of said first and second panels to raise said second ends of said first and second panels, said movable element being movable along said elongated member in a second direction to move said second ends of said first and second panels toward said base, said second direction being generally opposite to said first direction.

37 (new): The display stand of claim 36, wherein said base includes a plurality of wheels adapted to allow said display stand to be rolled on a floor.

38 (new): The display stand of claim 36, wherein said elongated member is pivotally mounted to said base and is pivotable about a generally horizontal pivot axis as said movable element is moved along said elongated member to pivot said panels.

39 (new): The display stand of claim 36 including a third panel having first and second ends, said first end of said third panel being pivotally mounted to said base and being pivotable about a third generally horizontal pivot axis, said third panel being shaped to taper from said first end toward said second end, said third panel having an attachment member at a lower side thereof, said adjustment mechanism including a second cable attached to said movable element and to said attachment member of said third panel.

40 (new): The display stand of claim 39, wherein said first cable is routed around at least one first pulley and said second cable is routed around at least one second pulley, said cables being moved about said pulleys by said movable element to pivot said first and third panels about said first and third pivot axes, while said movable element moves said attachment member of said second panel to pivot said second panel about said second pivot axis.

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41 (new): The display stand of claim 36, wherein said elongated member comprises a threaded shaft and said movable element comprises a collar that is threadedly coupled to said shaft and movable along said shaft in response to rotation of said shaft.

42 (new): The display stand of claim 41 including a crank coupled to said elongated threaded shaft, said crank causing rotation of said shaft to move said collar and said cable to pivot said first and second panels when said crank is rotated.

43 (new): The display stand of claim 42, wherein said crank is adapted to be releasably coupled to said height adjustment mechanism.